

WLAJ 2007 Community Stories and Events for 3 rd Quarter

WLAJ prides itself in covering the community. On September 24th of 2007 WLAJ expanded it's daily newscast schedule from (1) One half hour newscast to two (2) half hours a day on WLAJ main channel and from zero (0) to one (1) half hour per day on the WLAJ DT CW channel.

We now produce local news, weather and sports in the mid Michigan viewing area and are keyed to the interests of our viewing audience thru personal interaction, extensive e-mails and text messages and through interaction on phone calls into our station. Our staff of account executives also interacts with the community on a daily basis and report back on the mood and topics of interest in the business community.

The top 5 concerns that we have determined to be of concern to our viewing audience in Mid Michigan are:

1. Crime prevention in Mid Michigan after a brutal murder spree.
2. The slowing of the local economy and the elimination of quality manufacturing jobs.
3. The great changes that are happening to General Motors and their effect on Lansing GM employees.
4. The downsizing of state government and the effect that it will have on the Lansing workforce.
5. Health Care, the availability, particularly to those who face financial hard times.

The greatest amount of coverage was given to the string of murders of elderly residents during the 3rd quarter of 2007. Our station gave extensive coverage of these murders as they occurred and cooperated with law enforcement in asking for help from the public for clues or tips.

Once a suspect was arrested, we provided extensive coverage of his capture and identity.

The second largest focus was on the economic situation for Mid Michigan in 3rd quarter of 2007. First, General Motors is going through some major changes regarding products and plant closings. We kept a close eye on our two manufacturing plants and the sales of the vehicles that they make.

Also, in September, General Motors and the United Auto Workers had a showdown regarding a new labor contract, especially regarding health care and retiree health care. We provided extensive coverage of this process, including a short strike at the end of September.

In September, the state legislature had to grapple with a large revenue shortfall that the state was going to have to deal with. It has a large impact on our viewers, from taxes being raised, services being cut and layoffs for state workers. This was an ongoing story that covered many weeks and we covered a number of angles that would affect our region.

In early July we covered the 10 daylong Common Ground festival that is held near downtown Lansing. This music festival attracts thousands of people each night. We did a live broadcast each weekday night highlighting the talent and activities that were happening that night.

We also did a one-hour program in the 7-8pm Friday time period that hosted 20 golfers trying to get a hole in one to win a car on behalf of charity.

Common Ground is the largest festival in the market area and one that WLAJ puts in to a lot of resources to serve our community.

Michigan State Spartan football is the most popular sporting topic in our viewing area. WLAJ ran a series of half hour programs that focused on the coaches and the upcoming season. Our extensive local coverage of all home and away Spartan games gives local fan unparalleled coverage of Michigan State.

Below is a list of the pertinent stories covered as described above:

<u>Topic</u>	<u>Date</u>	<u>Title</u>
3	8/10	Electric Cars
3	8/2	Remy GM
2	8/2	Worker Program
3	7/31	GM Earnings
3	7/25	Fuel Economy
2	7/24	GM Layoffs
3	7/24	GM Delta Township
3	7/20	Toyota Sales
3	7/17	GM Diesel
3	7/03	Transformers
4	9/27	Count Day
4	9/27	Republican Response
4	9/26	Preparing For
4	9/26	MI Nonprofit
4	9/25	Capitol Latest
4	9/24	Progress MI
4	9/24	Issues at Hand
2,5	9/19	Granholm Latest
4,5	9/17	Budget Update
4	8/01	Fat Gout
4	7/23	AG On Penalties
5	7/20	MI Kid Health Care
4	7/18	Prison Crews
5	9/28	Good Evening at 10
5	9/26	Child Health Care
5	9/26	Other Services

Topic	Date	Title
5	9/26	Detroit Reaction
2	9/06	Volkwagon
2	9/05	Spartan Chassis
2,3,5	8/30	AFL CIO Labor Day
2	8/28	Gov's Trip
2	8/24	Dowding Jobs
2,3	8/23	Fuel Economy Rally
2	8/21	Trumark Redevelopment
2	8/14	Granholm Investment
2	8/13	Hire Michigan
2	8/07	Old Town Signs
2	8/03	Plant Closing
2	7/10	Governor's Travel
2	7/2	Job Bank
3	9/28	Delphi Settlement
3	9/27	UAW/GM Update
3	9/26	Hello Lansing At 10
3	9/25	What's Next
3	9/23	UAW
2	9/19	UAW Talks/Unemployment Rates
2	9/17	GM/UAW
4	9/07	Delphi Settlement
4	8/24	GM Tech
4	8/21	GM Japan Challenge
4	8/14	GM Allison
1	9/28	New Homicide
1	9/23	Ingham Prosecutor
1	9/06	Gag Order
1	9/05	Macon Charges
1	9/04	Arraignement
1	8/30	Homicide Update